

Improving Career Advancement of Women in a Manufacturing Firm in South Africa

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ABSTRACT Career advancement is important to retain employees. Workplace gender differences globally suggest that there is inequality even in career growth. With South Africa's long history of discrimination, career advancement disparities are observed along racial and gender lines. The primary objective of this study was to investigate factors affecting the career advancement of a group of South African women working for a selected manufacturing firm. A quantitative research approach with questionnaires was adopted to gather the perceptions within the selected firm, resulting in an eighty-five percent response rate. Data analysis through regression analysis and single factor ANOVA tests showed that employment equity measures are yet to yield significant outcomes for these women in the manufacturing sector. The results highlight the importance of pre-career choices on the career advancement in the selected firm. Recommendations are that employers should consider incorporating sponsored formal tertiary education, and provide mentoring and networking opportunities as options for its employees.